

?shf, ds

File 9:Business & Industry(R) Jul/1994-2000/Jul 31  
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File 20:World Reporter 1997-2000/Jul 28  
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File 711:Independent(London) Sep 1988-2000/Jul 28  
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File 146:Washington Post Online 1983-2000/Jul 28  
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File 387:The Denver Post 1994-2000/Jul 26  
(c) 2000 Denver Post  
File 471:New York Times Fulltext-90 Day 2000/Jul 28  
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File 492:Arizona Repub/Phoenix Gaz 1986-2000/Jul 23  
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File 630:Los Angeles Times 1993-2000/Jul 28  
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File 631:Boston Globe 1980-2000/Jul 28  
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File 632:Chicago Tribune 1985-2000/Jul 28  
(c) 2000 Chicago Tribune  
File 633:Phil.Inquirer 1983-2000/Jul 27  
(c) 2000 Philadelphia Newspapers Inc  
File 638:Newsday/New York Newsday 1987-2000/Jul 27  
(c) 2000 Newsday Inc.  
File 640:San Francisco Chronicle 1988-2000/Jul 28  
(c) 2000 Chronicle Publ. Co.  
File 641:Denver Rky Mtn News Jun 1989-2000/Jul 23  
(c) 2000 Scripps Howard News  
File 702:Miami Herald 1983-2000/Jul 27  
(c) 2000 The Miami Herald Publishing Co.  
File 703:USA Today 1989-2000/Jul 28  
(c) 2000 USA Today

File 704:(Portland)The Oregonian 1989-2000/Jul 27  
 (c) 2000 The Oregonian  
 File 713:Atlanta J/Const. 1989-2000/Jul 28  
 (c) 2000 Atlanta Newspapers  
 File 714:(Baltimore) The Sun 1990-2000/Jul 27  
 (c) 2000 Baltimore Sun  
 File 715:Christian Sci.Mon. 1989-2000/Jul 27  
 (c) 2000 Christian Science Monitor  
 File 725:(Cleveland)Plain Dealer Aug 1991-2000/Jul 27  
 (c) 2000 The Plain Dealer  
 File 735:St. Petersburg Times 1989- 2000/Jul 28  
 (c) 2000 St. Petersburg Times

Set	Items	Description
S1	111754	POINT(2W)SALE(W) (TERMINAL? ? OR SYSTEM?) OR POS OR P()O()S OR CASH()REGISTER? OR ECR
S2	27319	POINT(2W)PURCHASE? OR P-O-P OR P()O()P
S3	73534	POINT(2W)SALE?
S4	184074	S1 OR S2 OR S3
S5	21862	(COMPLEMENTA? OR SUPPLEMENTA?)(2N)(PRODUCT? OR OFFER?)
S6	54	S5 (10N) S4
S7	2152	UPSELL OR UP()SELL
S8	6	S7 (10N)S4
S9	7790	CROSS()SELL
S10	25	S9 (10N)S4
S11	1776	COUPON? (10N)S4
S12	38	S11 AND S11/TI
S13	4	(CUSTOMIZ?(2N)COUPON?) (10N)S4
S14	6	(ACTIVIT?(2N)RATE?) (10N) S4
S15	1	(OFFER? ?(2N) SCHEDULE?) (10N)S4
S16	0	(OVERRIDE(2N)SIGNAL?) (10N) S4
S17	4	RD S8 (unique items)
S18	44	S5(10N)S1
S19	6	S18 NOT (NCI)INTERNAT? OR MEDICARE)
S20	17	RD S10 (unique items)
S21	28	S12 NOT PY>1998
S22	3	RD S14 (unique items)
S 23	3	(TIME()DEPEND?) (10N)S4
S24	3	RD S23 (unique items)

13/3,K/1 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01376776 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Super Kmart Sets POS Coupons**

**(Kmart launching new in-store electronic couponing)**

Supermarket News, v 46, n 2, p 13

January 08, 1996

DOCUMENT TYPE: Journal ISSN: 0039-5803 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 90

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...Centers, said the program is expected "to add value to our shoppers as well as our vendor partners."

The system analyzes consumer purchases at the **point -of-sale** and prints **customized coupons** .

13/3,K/2 (Item 2 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01043389

**Advertisers pay to reach kids where they play**

**(Advertisers are using advertising and promotion network Channel M to reach children and teenagers in shopping malls' video game arcades)**

Marketing News, v 28, n 17, p 15

August 15, 1994

DOCUMENT TYPE: Journal ISSN: 0025-3790 (United States)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...100 of them). Each month per location, the network runs each advertisement 330 times; over 2 mil kids are reached. Channel M also offers advertisers **customized** promotions, including **couponing** , product sampling, sweepstakes and contests, and **point -of-purchase** displays.  
...

13/3,K/3 (Item 1 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01740726 Supplier Number: 54258845 (USE FORMAT 7 FOR FULLTEXT)

**High-fat heaven. (includes related articles on Ben & Jerry's Homemade ice cream, Evga ice cream from Greece, International Ice Cream Association's annual summer promotion) (ice cream products)**

Clark, Gerry

Dairy Foods, v100, n3, p68(9)

March, 1999

ISSN: 0888-0050

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 3115

... ice cream ... in the process selling more of their tie-in products.

The 1999 program includes account-specific partner tie-ins, including joint displays and **customized coupon** opportunities, plus recipe and savings booklets, customized **point -of-sale** materials, on-pack value-added opportunities and a merchandising contest for ice cream makers and their partners.

Pepsi will be promoting "the ultimate root beer...

13/3,K/4 (Item 2 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01421870 Supplier Number: 44528551 (USE FORMAT 7 FOR FULLTEXT)

**Paper coupons losing lure in high-tech store**

Advertising Age, v0, n0, pS-14

March 21, 1994

ISSN: 0001-8899

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 972

... Technologies are getting the most attention right now - and are penetrating supermarkets faster than other systems.

Catalina, with nearly 8,000 supermarkets participating in its **point -of-sale** consumer-**customized** Checkout **Coupon** system, says participation by major marketers is growing fast.

All major marketers including Procter & Gamble Co., Kellogg Co. and Kraft General Foods have been involved...

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?t /3,k/1-6

**14/3,K/1 (Item 1 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01670921 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**A High-Achieving Stepchild**

**(On-line debit transaction volume is booming, with the boom expected to continue in the future)**

Credit Card Management, v 9, n 8, p 14+  
November 1996

DOCUMENT TYPE: Journal ISSN: 0896-9329 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1444

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...of 5.1 million, a 58% increase from a year earlier. "We still have an enormous way to go in terms of consumer awareness of **POS**, increasing the number of merchant locations and the **rate of activity** among users," Lynch says.

**What's Propelling POS Activity**

**POS** activity is being propelled by increased efforts by banks, independent sales organizations, and processors to sign retailers to accept automated teller machine cards, and strong...

**14/3,K/2 (Item 2 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01595128 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Explore Network Leads The Fast-Paced POS Race**

**(The on-line point-of-sale growth rate is increasing significantly, with shared regional electronic funds transfer networks giving increased marketing emphasis to it)**

Debit Card News, v 2, n 5, p 1+  
August 30, 1996

DOCUMENT TYPE: Newsletter; Survey (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1081

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...of 5.18 million, a 58% increase from a year earlier. "We still have an enormous way to go in terms of consumer awareness of **POS**, the number of merchant locations and the **rate of activity** among users."

Indeed, even though tens of thousands of additional retail locations began accepting on-line cards for payment in the last year, hundreds of...

**14/3,K/3 (Item 3 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01345713 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Debit Point Of Sale Finally Expands Its Demographic Cardholder Reach**  
(Debit cards becoming more popular across broader demographic range of consumers; issuers plan to tailor marketing efforts)

Debit Card News, v 1, n 11, p 1+

November 30, 1995

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1036

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...43 years old, up from 41 in 1991, with an average household income of \$56,000.

While more persons of all ages are becoming debit **point -of-sale** users, cardholder **activity rate** also is on the increase. PSI found that 45% of **POS** debit users are initiating five or more transactions a month, compared to 29% in 1991. In addition, 36% of users are initiating two to four...

**14/3,K/4 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

03248050 Supplier Number: 46663562 (USE FORMAT 7 FOR FULLTEXT)

**Explore Network Leads The Fast-Paced POS Race**

Debit Card News, v2, n5, pN/A

August 30, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1038

... of 5.18 million, a 58% increase from a year earlier. "We still have an enormous way to go in terms of consumer awareness of **POS**, the number of merchant locations and the **rate of activity** among users."

Indeed, even though tens of thousands of additional retail locations began accepting on-line cards for payment in the last year, hundreds of...

**14/3,K/5 (Item 2 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

02933087 Supplier Number: 45967986 (USE FORMAT 7 FOR FULLTEXT)

**Debit Point Of Sale Finally Expands Its Demographic Cardholder Reach**

Debit Card News, v1, n11, pN/A

Nov 30, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1038

... 43 years old, up from 41 in 1991, with an average household income of \$56,000.

While more persons of all ages are becoming debit **point -of-sale** users, cardholder **activity rate** also is on the increase. PSI found that 45% of **POS** debit users are initiating five or more transactions a month,

compared to 29% in 1991. In addition, 36% of users are initiating two to four...

14/3,K/6 (Item 1 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01581629 Supplier Number: 46846995 (USE FORMAT 7 FOR FULLTEXT)

**A High-Achieving Stepchild**

Credit Card Management, p14

Nov, 1996

ISSN: 0896-9329

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1256

... of 5.1 million, a 58% increase from a year earlier. 'We still have an enormous way to go in terms of consumer awareness of **POS**, increasing the number of merchant locations and the **rate** of **activity** among users,' Lynch says.

**POS** activity is being propelled by increased efforts by banks, independent sales organizations, and processors to sign retailers to accept automated teller machine cards, and strong...  
?

15 /3,K/1 (Item 1 from file: 636)  
DIALOG(R) File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02141531 Supplier Number: 44001165 (USE FORMAT 7 FOR FULLTEXT)

**A Flurry of New 800 Features**

Telemedia News & Views, v1, n4, pN/A

August, 1993

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 2367

... routing instructions using a touch-tone telephone. Such changes become operational within minutes and allow calls to be routed to other business locations. Other new **ECR** features include:

--Call routing **schedules** that **offer** flexible ways to route calls within an existing **ECR** application (for example, to route calls based on time of day or point of origin).

--"Random-like" call routing for customers who want to relieve...

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?t 17/3,k/1-4

17/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01455188 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Dinner houses seek competitive advantages through cutting-edge computer upgrades**

**(Dinner houses are instituting considerable upgrades of their computerized data-management technologies in efforts to secure a competitive advantage over rival eateries)**

Nation's Restaurant News, v 30, n 13, p 54+

April 01, 1996

DOCUMENT TYPE: Journal ISSN: 0028-0518 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2699

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...table turns.

Among the innovations ushering in dramatic changes in traditional server-guest relationships are debit-at-the table technology, tableside buttons to summon waiters, **POS** terminals that remind servers to **up - sell**, hand-held terminals encoded with as many as 80 preset menu items, beepers to let guests know when tables are available and table-management software...

17/3,K/2 (Item 1 from file: 20)  
DIALOG(R)File 20:World Reporter  
(c) 2000 The Dialog Corporation plc. All rts. reserv.

09226911 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Blue Martini and Cornerstone Retail Solutions Announce First Clicks-and-Mortar Integrated Commerce Solution**

BUSINESS WIRE

January 17, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 976

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Martini's data mining facilities analyze this same transaction data to generate rules for cross- and up-selling. Sales associates use these cross-sell and **up - sell** suggestions through the Cornerstone **POS** to raise shopping basket values in the store, just as Blue Martini Customer Interaction System uses them to raise basket values on the Web.

About...

17/3,K/3 (Item 2 from file: 20)  
DIALOG(R)File 20:World Reporter  
(c) 2000 The Dialog Corporation plc. All rts. reserv.

06094032 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Harris Interactive and LivePerson Form Strategic Partnership to Provide Turnkey Sales and Customer Service Solutions**

BUSINESS WIRE

July 07, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 716

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Harris Interactive provides an ability to immediately analyze and report on customer satisfaction, customer preferences and market changes. Harris Interactive also provides the ability to **up -sell** and cross-sell by using the Web as a **point of sale** showcase for associated products and services. Most importantly, this combination enables the Harris Interactive - LivePerson team to help their clients manage the entire customer relationship...

**17/3,K/4 (Item 1 from file: 813)**

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1081929

LATU030

**New 'Koolcat' Electronic Catalog Shopping Cart Application Now Available  
For Immediate Download; Full Source Code, Revolutionary Licensing Model**

DATE: April 15, 1997

07:55 EDT

WORD COUNT: 618

...indexing

Order logging and reporting

E-mail confirmation & notification for orders

Catalog-wide search capability

Password-protected, browser based administration module

Product code reporting & lookup

**Point -of sale upsell** system

Configurable shopping basket expiration

Support for multiple domains

Secure file system interface

Easy to change and modify source code

Seamless plug-in system

Online...

?

**19/3,K/1 (Item 1 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

04572653. Supplier Number: 59126719 (USE FORMAT 7 FOR FULLTEXT)  
**Senate, House GOP Unveil Bills of Rights; Fate Tied to Recess, Dems, Enforcement.**  
Managed Care Week, v8, n25, p1  
July 20, 1998  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 693

... option. The House GOP bill would require HMOs to offer a POS option to employers that offer a lock-in HMO. If employers decline the POS option, the insurer would have to offer POS as supplemental coverage to employees in the individual market.

The Senate proposal also includes the run-of-the-mill managed care consumer protections that nearly everyone agrees...

**19/3,K/2 (Item 2 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02598645 Supplier Number: 45255568 (USE FORMAT 7 FOR FULLTEXT)  
**California HMOs Not Interested In Financing Non-Network Care**  
Managed Care Week, v5, n2, pN/A  
Jan 9, 1995  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 391

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:

...such arrangements. That's because the law's requirements are too onerous and expensive, says Michael Dudley, Kaiser Foundation Health Plan's vice president of **supplemental products**. The law imposes minimum net worth requirements, limits POS expenditures to 8% of an HMO's total health care costs, caps POS revenue at 25% of an HMO's total premiums, and requires out ...

**19/3,K/3 (Item 3 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02414220 Supplier Number: 44791057 (USE FORMAT 7 FOR FULLTEXT)  
**Kaiser Forms Insurance Co.; HIP Developing POS Product**  
Managed Care Week, v4, n23, pN/A  
June 27, 1994  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 283

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:

...will continue to work with the two insurers, but their function will probably change to that of reinsurer, Michael Dudley, Kaiser's vice president of **supplemental products**, later told MCW. Forming an

insurance company to underwrite its POS will give Kaiser "more control of benefit design" and "more flexibility." The move will also help Kaiser to reduce costs by up to 10%, Dudley...

**19/3,K/4 (Item 4 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02374554 Supplier Number: 44677843 (USE FORMAT 7 FOR FULLTEXT)

**Home Satellite Firm Canada's 128th On Nasdaq**

The Investment Reporter, pN/A

May 16, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 372

... of \$754,432 turned around the previous year's loss of \$1.3 million.

Merit manufactures and markets a complete line of on-line computer point-of-sale terminals and other complementary products to the retail industry. These computers enable transaction activity at the point-of-

sale to be transmitted in real time to the retailer's central...

**19/3,K/5 (Item 1 from file: 621)**

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2000 The Gale Group. All rts. reserv.

01151847 Supplier Number: 41789534 (USE FORMAT 7 FOR FULLTEXT)

**RETAILERS CAN MEASURE SHOPPER-TO-CUSTOMER CONVERSION RATES AND INCREASE SALES WITH DATATEC'S NEW SHOPPERTRAK**

News Release, pN/A

Jan 11, 1991

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1086

... and power wiring networks supporting single and multi-site retail computer systems. Typical Datatec services include strategic project planning; turnkey site preparation; hardware installations; training; complementary, proprietary products which enhance POS system operations; and a new catalog operation which brings more than 200 POS support products and installation materials direct to the retailer. Established in 1976...

**19/3,K/6 (Item 2 from file: 621)**

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2000 The Gale Group. All rts. reserv.

01151815 Supplier Number: 41789500 (USE FORMAT 7 FOR FULLTEXT)

**DATATEC DEVELOPS UNIVERSAL SCANNER INTERFACES FOR SIEMENS NIXDORF**

News Release, p1

Jan 11, 1991

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 598

... and power wiring networks

supporting single and multi-site retail computer systems. Typical Datatec services include strategic project planning; turnkey site preparation; hardware installations; training; **complementary**, proprietary **products** which enhance **POS** system operations; and a new catalog operation which brings more than 200 POS support products and installation materials direct to the retailer. Established in 1976...

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**20/3,K/1 (Item 1 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02691951 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**OR 181-44 Blue Martini Makes Retail Partnerships**  
**(Blue Martini Software and Cornerstone Retail Solutions to offer integrated e-commerce software solution; Blue Martini signs deal to access QRS Corp's online catalog of SKUs)**  
Online Reporter, p N/A  
January 24, 2000  
DOCUMENT TYPE: Newsletter (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 189

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...Blue Martini marketing VP Bill Evans. It will also enable the retailer to take advantage of the customer information gleaned from the web store to **cross-sell** at the retail **point of sale**, for instance.

Blue Martini has also inked an agreement with QRS Corporation for what the companies call Web-Ready Merchandise. QRS has a catalog with...

**20/3,K/2 (Item 1 from file: 20)**  
DIALOG(R)File 20:World Reporter  
(c) 2000 The Dialog Corporation plc. All rts. reserv.

11700310 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**ShopTok Introduces TokSupport Instant Communication; Instant messaging application enables online businesses to convert customer support inquiries into sales opportunities**  
BUSINESS WIRE  
June 27, 2000  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 613

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... build brand loyalty, and reduce internal operation costs for online businesses:

Drives Sales  
-- One-to-one communication enables sales representatives access to customers at the **point-of sale**  
-- Push-page technology guides customers to products of interest, facilitating **cross sell** and up-sell opportunities  
-- Connects customers directly to the buy button  
Builds Loyalty  
-- Instant messaging provides online customers with real time access to sales support...

**20/3,K/3 (Item 2 from file: 20)**  
DIALOG(R)File 20:World Reporter  
(c) 2000 The Dialog Corporation plc. All rts. reserv.

09735261 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Food Lion Selects Concord EFS For Swipe-to-Settlement Payment Processing**

BUSINESS WIRE

February 24, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 291

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... announcement demonstrates Concord's continuing commitment to the strategy put in motion when it merged with Electronic Payment Services, Inc. (EPS) in February, 1999, to **cross -sell** its back-end settlement processing to EPS' front-end **POS** processing clients. The expansion of the Food Lion contract brings the total number of cross-sold locations since the Concord/EPS merger to 16,300...

**20/3,K/4 (Item 3 from file: 20)**

DIALOG(R)File 20:World Reporter

(c) 2000 The Dialog Corporation plc. All rts. reserv.

09226911 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Blue Martini and Cornerstone Retail Solutions Announce First Clicks-and-Mortar Integrated Commerce Solution**

BUSINESS WIRE

January 17, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 976

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... center.

Finally, Blue Martini's data mining facilities analyze this same transaction data to generate rules for cross- and up-selling. Sales associates use these **cross -sell** and up-sell suggestions through the Cornerstone **POS** to raise shopping basket values in the store, just as Blue Martini Customer Interaction System uses them to raise basket values on the Web.

About...

**20/3,K/5 (Item 4 from file: 20)**

DIALOG(R)File 20:World Reporter

(c) 2000 The Dialog Corporation plc. All rts. reserv.

07525906 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Job Completed, ATM Network Executive Moves On**

AMERICAN BANKER, p13

October 01, 1999

JOURNAL CODE: WAMB LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 512

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... sale processing service.

Together, Concord and EPS are considered a major nonbank force in electronic payment processing. The merger was billed as an opportunity to **cross - sell** services among **point of sale** clients and to save operating costs.

In August, Concord announced that those plans are on track: More than 9,000 gas stations and supermarkets that...

**20/3,K/6 (Item 5 from file: 20)**  
DIALOG(R)File 20:World Reporter  
(c) 2000 The Dialog Corporation plc. All rts. reserv.

06094032 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Harris Interactive and LivePerson Form Strategic Partnership to Provide  
Turnkey Sales and Customer Service Solutions**  
BUSINESS WIRE  
July 07, 1999  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 716

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... an ability to immediately analyze and report on customer satisfaction, customer preferences and market changes. Harris Interactive also provides the ability to up-sell and **cross -sell** by using the Web as a **point of sale** showcase for associated products and services. Most importantly, this combination enables the Harris Interactive - LivePerson team to help their clients manage the entire customer relationship...

**20/3,K/7 (Item 6 from file: 20)**  
DIALOG(R)File 20:World Reporter  
(c) 2000 The Dialog Corporation plc. All rts. reserv.

04393381 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Financial Services Convergence Stirs Insurers' Passions**  
BESTWIRE  
February 19, 1999  
JOURNAL CODE: WBSW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 621

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... through property/casualty agents, because agents who succeeded at life sales would sell less of the other products.  
Insurers need to develop mechanisms at the **point of sale** to **cross -sell** --whether through the same agent or through a referral to a separate sales channel for the product being cross-sold, Chookaszian said. "You need to..."

**20/3,K/8 (Item 7 from file: 20)**  
DIALOG(R)File 20:World Reporter  
(c) 2000 The Dialog Corporation plc. All rts. reserv.

04118656 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Watsco Announces Two Acquisitions Adding \$61 Million Of Annual Revenues**  
PR NEWSWIRE  
January 25, 1999  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 764

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... complete menu of products available at each location also provides contractors the utmost in convenience and service and offers more effective sales execution at the **point -of-sale**. Each of the companies will also



have the opportunity to **cross -sell** the other's products in order to further accelerate growth in the market." Albert H. Nahmad, Watsco's President and Chief Executive Officer stated, "With...

**20/3,K/9 (Item 1 from file: 810)**  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0304325 BW732

**STAR BANC CORP: Star Banc Corporation presentation to securities analysts**

November 3, 1992

Byline: Business Editors

...outside investors.  
Residential mortgage servicing will yield fee income of more than \$4 million this year.  
"A high priority has been placed on increasing our **point -of sale cross sell** efforts," said Kocher. "At the end of 1991 we had achieved a 1.9 cross sell ratio as compared to 1.1 a year earlier...

**20/3,K/10 (Item 2 from file: 810)**  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0273727 BW823

**STAR BANC CORP 2: Star Banc Corporation outlines future plans during 1992 annual meeting of shareholders**

April 14, 1992

Byline: Business Editors

...increases in sales and market share will be generated in part by focusing on intensive training, new employee incentive programs, and an emphasis on increasing **point -of-sale cross sell** ratios in branch offices. Additionally, Star Banc Corporation's 176 branch offices are participating in a new productivity and profitability program.  
Waddell also cited Star...

**20/3,K/11 (Item 1 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

01403953 Supplier Number: 41812434 (USE FORMAT 7 FOR FULLTEXT)  
**BOOSTING POS PROFITABILITY: 10 TIPS BANKERS CAN BORROW FROM RETAILERS**  
Financial Services Report, v8, n2, p5  
Jan 23, 1991  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 1255

... someone comes in and opens a savings account, what's wrong with saying to them, Where do you have your checking account?" One way to **cross -sell** EFT is to tell customers about local and national **POS** options when they get an automated teller machine (ATM) card.

6. Show your partners how important they are.  
It has long been realized that there...

**20/3,K/12 (Item 2 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

01402160 Supplier Number: 41806732 (USE FORMAT 7 FOR FULLTEXT)

**AN INSIDE JOB: SUCCESSFUL DEBIT PROMOTION BEGINS AT HOME**

EFT Report, v14, n2, pN/A

Jan 21, 1991

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 825

... is on it, but it is not a Visa Debit card."

Also lacking were the CSRs' marketing skills. By asking about the ATM card's **point -of-sale (POS)** applications, we expected CSRs to **cross -sell** us on the national debit card. Not so. Even after we asked if the card could be used at gas stations and other POS locations...

**20/3,K/13 (Item 1 from file: 635)**  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0757852 97-16384

**Norwest touts balanced diet**

Huber, Tim

Minneapolis-St Paul CityBusiness (Minneapolis, MN, US), V14 N23 p1

PUBL DATE: 961108

WORD COUNT: 1,680

DATELINE: Minneapolis, MN, US, Midwest

TEXT:

...separate legal entities, but otherwise they will operate as one.

The reorganization combines the products, services and sales forces of the two businesses at the **point of sale**. "We can increase referrals, increase **cross -sell** ratios and most importantly, go a long way toward earning 100 percent of our customers' business," said Dan Saklad, a Norwest executive vice president in...

**20/3,K/14 (Item 2 from file: 635)**  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0287925 92-34327

**Star Banc Corporation Outlines Future Plans During 1992 Annual Meeting of Shareholders**

Dale, Steven; Hayes, Patrick

Business Wire (San Francisco, CA, US) s1 p1

PUBL DATE: 920414

WORD COUNT: 857

DATELINE: Cincinnati, OH, US

TEXT:

...increases in sales and market share will be generated in part by focusing on intensive training, new employee incentive programs, and an emphasis on increasing **point -of-sale cross sell** ratios in branch offices. Additionally, Star Banc Corporation's 176 branch offices are participating in a new productivity and profitability program.

Waddell also cited Star...

**20/3,K/15 (Item 1 from file: 570)**  
DIALOG(R) File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01707034 Supplier Number: 53383251 (USE FORMAT 7 FOR FULLTEXT)

**Survival Strategies For Small Acquirers.**

Demery, Paul

Credit Card Management, v10, n12, p54(1)

March, 1998

ISSN: 0896-9329

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1554

... Credit Card Division.

ANB's agreement with Ameritech allows the telephone company, which operates in the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin, to **cross -sell** telecommunications services along with **POS** terminals to thousands of its business customers. This effort plays into ANB's hands by tying its services to the Baby Bell's brand. Although...

**20/3,K/16 (Item 2 from file: 570)**  
DIALOG(R) File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01447030 Supplier Number: 44831583

**Pearlcarders, Transcribers Are Introduced By Olympus**

TWICE, v9, n15, p30

July 11, 1994

ISSN: 0892-7278

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

...tape counters. Olympus has designed 3 formats for pegboard and slatwall displays to aid in supporting the microcassette program. The materials for the displays include **point -of-sale** materials such as **cross -sell** flags, header cards and interrupters. ...

**20/3,K/17 (Item 3 from file: 570)**  
DIALOG(R) File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01444036 Supplier Number: 44800561 (USE FORMAT 7 FOR FULLTEXT)

**Merchandising Programs Add 'Spirits' to Wine Sales**

Promo, v0, n0, p83

July, 1994

ISSN: 1047-1707

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 356

... and \$5 mail-in discounts on Harry and David Gourmet gift baskets.

In a separate merchandising program, Heublein has wrapped its 'Holiday '94' campaign around **point -of-sale** materials that **cross -sell** Heublein's Blossom Hill wine with Poinsettias, gift baskets, firelogs and other items associated with the holiday season. The brand will support the program, which...

?

?t /3,k/1-28

**21/3,K/1 (Item 1 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02284650 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Return Of VideoCart?**

**(Klever Marketing Inc to unveil Klever-Kart electronic coupon POS shopping cart in first quarter 1999 in 115 grocery stores; test marketing achieved positive results)**

Promo, v XI, n 11, p 173

October 1998

DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 504

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**(Klever Marketing Inc to unveil Klever-Kart electronic coupon POS shopping cart in first quarter 1999 in 115 grocery stores; test marketing achieved positive results)**

**TEXT:**

...Lakes, and Corn Chex participated in the test, which posted average incremental product movement of 46 percent.'

Klever Marketing claims its Klever-Kart takes electronic **POS** messaging and **couponing** to the next level, improving on a radio-frequency technology-based system that was offered by VideoCart, which Schnucks Markets, St. Louis, had tested for...

**21/3,K/2 (Item 2 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02256884 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Keebler Rolls New KIDs' Snack**

**(Keebler debuts its Cheez-It Heads and Tails, which are targeted for children, backed by a \$10 mil television advertising campaign, as well as point-of- purchase displays and newspaper coupons)**

AdWeek Midwest, v XXXIX, n 38, p 3

September 21, 1998

DOCUMENT TYPE: Journal ISSN: 0276-6612 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 245

**(Keebler debuts its Cheez-It Heads and Tails, which are targeted for children, backed by a \$10 mil television advertising campaign, as well as point-of- purchase displays and newspaper coupons)**

**21/3,K/3 (Item 3 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02221383

**TV to be the saviour of the smartcard**

**( POS specialist Hypercom is taking part in an Australian electronic coupon trial set to begin during the week of 8/24/98)**

Australian Financial Review, p 44  
August 18, 1998

DOCUMENT TYPE: Business Newspaper ISSN: 0294-8052 (Australia)  
LANGUAGE: English RECORD TYPE: Abstract

( POS specialist Hypercom is taking part in an Australian electronic  
coupon trial set to begin during the week of 8/24/98)

21/3,K/4 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02215541 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**new products: Jalapeno Pretzel Pieces**

**(Snyder's of Hanover adds Jalapeno Pretzel Pieces to Pieces snack line;  
launch is promoted with radio ads, coupons and point-of- purchase  
displays)**

Snack Food & Wholesale Bakery, v 87, n 7, p 13  
July 1998

DOCUMENT TYPE: Journal ISSN: 0037-7406 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 129

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**(Snyder's of Hanover adds Jalapeno Pretzel Pieces to Pieces snack line;  
launch is promoted with radio ads, coupons and point-of- purchase  
displays)**

TEXT:

...the current spicy Mexican/Southwestern flavor trend. The Pieces are also  
being positioned as an alternative to traditional tortilla chips and  
salsas. Being promoted with p .o .p . displays, radio advertising and  
**coupons** , Jalapeno joins the Pieces line, which includes Honey Mustard and  
Onion, Buttermilk Ranch and Honey BBQ varieties.

...

21/3,K/5 (Item 5 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02215539 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**new products: Reduced Fat Ripple Cut Potato Chips**

**(Utz Quality Foods Inc introduces Utz Reduced Fat Ripple Cut Potato Chips  
in Mid-Atlantic region; launch will be supported with commercials, point  
-of- purchase materials and coupons in newspapers)**

Snack Food & Wholesale Bakery, v 87, n 7, p 13  
July 1998

DOCUMENT TYPE: Journal ISSN: 0037-7406 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 103

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**(Utz Quality Foods Inc introduces Utz Reduced Fat Ripple Cut Potato Chips  
in Mid-Atlantic region; launch will be supported with commercials, point  
-of- purchase materials and coupons in newspapers)**

TEXT:

...as the flagship ripple chips but with 1/3 less fat. To support the

launch, UTZ rolled out new packaging, three 10-second commercials, instore point -of-purchase materials and dropped almost two and a quarter million coupons in June newspapers. ...

21/3,K/6 (Item 6 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02110794 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Disney Joins Dole and Musicland**

(Walt Disney Records, Musicland and Dole to jointly promote four Disney CDs with music from movies; Dole FSI to 49 mil households and POS in 10,000 grocery stores; \$5 coupon for Disney at Musicland)

Promo, v XI, n 5, p 66

April 1998

DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 298

(Walt Disney Records, Musicland and Dole to jointly promote four Disney CDs with music from movies; Dole FSI to 49 mil households and POS in 10,000 grocery stores; \$5 coupon for Disney at Musicland)

21/3,K/7 (Item 7 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02052733 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Signed and resealed**

(County Line cheese brand launched new resealable packaging at end-1997 backed by national POS and FSI coupon marketing)

Food & Beverage Marketing, v 17, n 1, p 29

January 1998

DOCUMENT TYPE: Journal ISSN: 0731-3799 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 122

(USE FORMAT 7 OR 9 FOR FULLTEXT)

(County Line cheese brand launched new resealable packaging at end-1997 backed by national POS and FSI coupon marketing)

TEXT:

...with keeping several flavors on hand."

photo omitted

The roll-out, which began at the end of 1997, is supported by colorful "Outta the Box" POS coupon dispensers. A national FSI program was also being planned.

...

21/3,K/8 (Item 8 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01688353 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Maestro And Interlink Ready For A POS Marketing Move**

**(MasterCard International, owner of the Maestro national POS network, plans to incorporate couponing and a sweepstakes in its marketing mix)**

Debit Card News, v 2, n 11, p 4

November 30, 1996

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 255

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**(MasterCard International, owner of the Maestro national POS network, plans to incorporate couponing and a sweepstakes in its marketing mix)**

TEXT:

...networks are not the only parties devising strategies to increase point-of-sale activation and activity in 1997. MasterCard International, owner of the Maestro national POS network, plans to incorporate **couponing** and a sweepstakes in its marketing mix.

Maestro's marketing plans are the third part of a three-pronged strategy that previously involved building the...

**21/3,K/9 (Item 9 from file: 9)**

DIALOG(R)File 9:Business & Industry(R)

(c) 2000 Resp. DB Svcs. All rts. reserv.

01451321

**Valvoline Races with Busch Beer**

**(Valvoline and Busch Beer are launching a spring NASCAR promotion that includes coupons and point-of- purchase displays)**

Promo, v IX, n 5, p 18

April 1996

DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)

LANGUAGE: English RECORD TYPE: Abstract

**(Valvoline and Busch Beer are launching a spring NASCAR promotion that includes coupons and point-of- purchase displays)**

ABSTRACT:

...a free quart of Valvoline motor oil inside 7 mil 12- and 24-packs of Busch Light beer. Anheuser-Busch will design and produce the **coupon** and **point -of-purchase** displays featuring NASCAR race driver Mark Martin. Valvoline will launch a scratch-off game contest with a \$500,000 grand prize and other prizes. ...

**21/3,K/10 (Item 10 from file: 9)**

DIALOG(R)File 9:Business & Industry(R)

(c) 2000 Resp. DB Svcs. All rts. reserv.

01422746

**Campaign: "Great on the Grill"**

**(Tyson Foods used a sweepstakes, P- O- S materials, coupons, in-pack and sell-in materials, and trade incentives in its "Great on the Grill" campaign)**

Promo, v IX, n 4, p 97

March 1996

DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)

LANGUAGE: English RECORD TYPE: Abstract



(Tyson Foods used a sweepstakes, P- O- S materials, coupons, in-pack and sell-in materials, and trade incentives in its "Great on the Grill" campaign)

ABSTRACT:

Tyson Foods (Springdale, AR) used a sweepstakes, P -O -S materials, **coupons** , in-pack and sell-in materials, and trade incentives in its "Great on the Grill" campaign, developed by Blackwood/Martin & Associates (Fayetteville, AR). The aim...

21/3,K/11 (Item 11 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01397378

**ELECTRONIC COUPON CLEARING**

(Food manufacturers and retailers are developing the electronic clearing of coupon transactions with scanner-collected point-of- sale information, which could reduce costs of promotions)

Stores, v 78, n 2, p 43+

February 1996

DOCUMENT TYPE: Journal ISSN: 0039-1867 (United States)

LANGUAGE: English RECORD TYPE: Abstract

(Food manufacturers and retailers are developing the electronic clearing of coupon transactions with scanner-collected point-of- sale information, which could reduce costs of promotions)

ABSTRACT:

Food manufacturers and retailers are developing the electronic clearing of **coupon** transactions with scanner-collected **point -of-sale** information, which could reduce costs of promotions, get money back to retailers more quickly and provide marketing data. A current electronic coupon clearing program will...

21/3,K/12 (Item 12 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01380952 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**A '96 Four Cast: Point-of-Purchase Ads: A Medium Looms Large**

(Growth is expected to continue in all aspects of point-of- purchase (POP) advertising, including coupons, shelf-talkers, and displays)

BrandMarketing Supplement to Supermarket News, p 21

January 15, 1996

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 559

(Growth is expected to continue in all aspects of point-of- purchase (POP) advertising, including coupons, shelf-talkers, and displays)

ABSTRACT:

Growth is expected to continue in all aspects of **point -of-purchase** (POP) advertising, including **coupons** , shelf-talkers, and displays, according to **Point -of-Purchase** Advertising Institute (POPAI) (Englewood, NJ) president Dick Blatt. There is growth in permanent displays, and temporary displays are being used as much as ever, according

...

21/3,K/13 (Item 13 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01376776 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Super Kmart Sets POS Coupons**  
**(Kmart launching new in-store electronic couponing)**  
Supermarket News, v 46, n 2, p 13  
January 08, 1996  
DOCUMENT TYPE: Journal ISSN: 0039-5803 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 90

(USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Super Kmart Sets POS Coupons**

TEXT:

...Centers, said the program is expected "to add value to our shoppers as well as our vendor partners."

The system analyzes consumer purchases at the **point -of-sale** and prints customized **coupons** .

21/3,K/14 (Item 14 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01335573 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Networks Bring Coupons Back To The Future**  
**(Shared regional point-of- sale networks are carrying out discount coupon promotions to spur more debit card use)**  
Debit Card News, v 1, n 10, p 1+  
November 15, 1995  
DOCUMENT TYPE: Newsletter; Industry Overview (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1123

(USE FORMAT 7 OR 9 FOR FULLTEXT)  
**(Shared regional point-of- sale networks are carrying out discount coupon promotions to spur more debit card use)**

ABSTRACT:

Shared regional **point -of-sale (POS )** networks are carrying out discount **coupon** promotions in an effort to add to already considerable **POS** growth in the debit card arena. POS debit transaction volume has increased to almost 60 mil transactions/mo vs 32 mil units/mo, with numerous...

...There are 200+ mil on-line debit cardholders and 500,000 on-line terminals in merchant sites throughout the US. Network executives believe that the **POS** market is ready for **coupon** usage now due to the fast growth and widening distribution of on-line debit. Coupon programs are believed to be more flexible than such other promotions as sweepstakes because they can be customized for one retailer, several retailers or a bank. Players positioning **coupons** as marketing tools for sprouting **POS** markets include Most (Virginia), GulfNet (Louisiana) and MAC (Delaware), and such networks as NYCE (New Jersey) and Cash Station (Chicago) are also

looking into the...

TEXT:

...an on-line debit environment. In fact, they are constantly testing ways to spur on-line debit usage. Now, one of the latest trends in POS promotion is also one of the oldest: distributing discount **coupons** for consumers who pay with debit cards.

With **point -of-sale** debit transaction volume skyrocketing in the last two years to nearly 60 million monthly transactions, up from just 32 million in 1993 and many networks registering annual POS growth of more than 50%, the networks are trying to add to those numbers by implementing discount coupon promotions.

**Coupons** have been around for years, but network executives say the POS market is primed for **coupon** usage now because of the rapid growth and expanding distribution of on-line debit. "in the last 10 years, coupons were seen as one-time...

...But now we have a broad enough cardholder and retailer base that coupons give the network the opportunity to rapidly expand."

Among the players positioning **coupons** as marketing tools for burgeoning POS markets are Virginia-based Most, Louisiana-based GulfNet, and Delaware-based MAC. Other networks, such as New Jersey-based NYCE and Chicago-based Cash Station also are considering the application.

Most, the fourth-largest POS network, which had used **coupons** in its early POS days and resurrected **coupon** promotions two years ago to capitalize on nearly 60% market growth, has had some of its greatest success with such retailers as Mobil Oil and...

...cardholders develop a usage habit," says Kilby. "The best coupon programs include a repeat purchase, where a set of coupons can be used each week."

**Coupons** not only are used to pump up POS volume at established networks, but also are a way to draw attention to newer POS programs. Louisiana-based GulfNet, for instance, has used **coupons** to spur growth in its year-old operation.

In a promotion last summer with Schwegmann Giant Super Markets, a large Gulf Coast grocery chain, Schwegmann...

...and volume is growing nearly 40% per month. Schwegmann is planning another coupon promotion for next year.

Other networks, including MAC, the second-largest regional POS network, have used **coupon** promotions at specific retail outlets to boost POS volume. MAC cardholders received \$2 off grocery purchases at New Jersey-based Twin County Grocers in July and \$1 off gas purchases at Exxon service...

...NYCE, which operates the sixth-largest POS network, is working with an unspecified software vendor to determine the feasibility of giving debit cardholders an electronic **coupon** at the **point -of-sale**. NYCE Marketing Director Scott D. Strug says the network hopes to test coupons with a large retailer in 1996.

Yet not only do **coupons** boost POS activity, they also are

cost-effective marketing tools. The cost of printing and distributing paper coupons typically runs between \$5,000 and \$30,000 depending...

...and banks are interested in coupons because on-line debit is a new distribution channel for them," says Kilby.

Among the networks looking to increase POS awareness with coupons are those that have relied on other forms of marketing in the past. Chicago-based Cash Station, for instance,

21/3,K/15 (Item 15 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01304569 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**GOODS AND GAS:**

(Most aims to raise Tennessee point-of- sales activity with a program that rewards cardholders with coupons off gas and groceries)

Card Fax, v 95, n 168, p 3

October 09, 1995

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 63

(Most aims to raise Tennessee point-of- sales activity with a program that rewards cardholders with coupons off gas and groceries)

21/3,K/16 (Item 16 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01273191

**CREATIVE GALLERY: Ritz Camera Stores**

(Ritz Camera Stores used store circular ads, coupons, and POS in its "Free Coke for Ritz Camera Stores" campaign from Corea & Eibl)

Promo, v VIII, n 10, p 114

September 1995

DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)

LANGUAGE: English RECORD TYPE: Abstract

(Ritz Camera Stores used store circular ads, coupons, and POS in its "Free Coke for Ritz Camera Stores" campaign from Corea & Eibl)

**ABSTRACT:**

Ritz Camera Stores used store circular ads, coupons, and POS in its two-month "Free Coke for Ritz Camera Stores" campaign from Corea & Eibl Inc (Rochester, NY) that was launched on 6/1/95. A free two-liter Coke bottle was offered to Ritz camera store customers when they submitted a coupon, available at checkout, for Kodak Gold film. The program's P-O-S device was a five-ft tall Coke bottle that merchandised Kodak film.

...

21/3,K/17 (Item 17 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01236203 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Duracraft to Launch Air Cleaners**

(Duracraft to launch new line of air cleaners; to promote with p- o- p displays and brochures, coupons)

HFN, v 69, n 28, p 63

July 10, 1995

DOCUMENT TYPE: Journal ISSN: 1082-0310 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 523

(Duracraft to launch new line of air cleaners; to promote with p- o- p displays and brochures, coupons)

21/3,K/18 (Item 18 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2000 Resp. DB Svcs. All rts. reserv.

01228836

**Campaign: "Garden of Opportunity"**

(Fresh Gourmet used in-pack coupons, POS header cards, in-store samples, trade ad effort, among other things, to promote its Fresh Gourmet food items)

Promo, v VIII, n 8, p 74

July 1995

DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)

LANGUAGE: English RECORD TYPE: Abstract

(Fresh Gourmet used in-pack coupons, POS header cards, in-store samples, trade ad effort, among other things, to promote its Fresh Gourmet food items)

**ABSTRACT:**

Fresh Gourmet Co used in-pack coupons , POS header cards, in-store samples, trade ads and press releases, tailored incentive schemes, brochures, and sell sheets to promote its Fresh Gourmet food items in...

21/3,K/19 (Item 19 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2000 Resp. DB Svcs. All rts. reserv.

01227394 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Bank Debit Card Marketing Follows The Off-Line Road**

(Meridian Bancorp is rewarding customers with coupons for initiating off-line point-of- sale transactions)

Debit Card News, v 1, n 2, p 1+

June 29, 1995

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 813

(USE FORMAT 7 OR 9 FOR FULLTEXT)

(Meridian Bancorp is rewarding customers with coupons for initiating off-line point-of- sale transactions)

**ABSTRACT:**

Meridian Bancorp is rewarding customers with \$3 credit coupons for initiating off-line point -of-sale transactions with the Advantage card. The bank has issued 450,000+ Visa check cards and approximately 260,000 ATM cards. The strategy used by Meridian...

TEXT:

...Meridian and other large issuers of the Visa check card and MasterCard's MasterMoney off-line products is to reward customers for initiating off-line **point -of-sale** transactions. Meridian mails **coupons** to customers which gives them a \$3 credit when they use Meridian's Advantage card for purchases. The promotion is targeted at cardholders who already ...

**21/3,K/20 (Item 20 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01068163

**Cash for Coupons**

**(In Store Media System Inc offers electronic point-of- purchase systems that turn coupons to cash)**

Promo, v 7, n 12, p 26

November 1994

DOCUMENT TYPE: Journal; News Brief ISSN: 1047-1707 (United States)

LANGUAGE: English RECORD TYPE: Abstract

**(In Store Media System Inc offers electronic point-of- purchase systems that turn coupons to cash)**

ABSTRACT:

In Store Media System Inc (Aurora, CO) is offering electronic **point -of-purchase** systems that accept unwanted **coupons** and issues shoppers printed checks that are redeemable for cash on the spot. According to Pres/CEO Everett E Schulze, the Coupon Exchange Center will...

**21/3,K/21 (Item 1 from file: 810)**  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0484527 BW1189

**SASI: SASI POS and Falley's/Food 4 Less register big increase in coupon use**

May 05, 1995

Byline: Business Editors/Computer & Electronics Writers

**SASI POS and Falley's/Food 4 Less register big increase in coupon use**

...the 323 billion coupons distributed annually in the United States.

"The Catalina service offers manufacturers a more precise way of targeting customers. Catalina provides programmed **coupon** printers at each SASI **point -of sale terminal** which read the UPC and instantly trigger the printing of a coupon for the same or competitive products for use in our stores," added Wenke...

**21/3,K/22 (Item 1 from file: 813)**  
DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

0574192

NY020

**TSS LTD. ANNOUNCES PLAN WITH CALDOR STORES TO DEMONSTRATE ITS POINT-OF-SALE COUPON PROGRAM**

DATE: March 10, 1993 10:17 EST WORD COUNT: 199

**TSS LTD. ANNOUNCES PLAN WITH CALDOR STORES TO DEMONSTRATE ITS POINT-OF-SALE COUPON PROGRAM**

**21/3,K/23 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

02209253 Supplier Number: 44191165 (USE FORMAT 7 FOR FULLTEXT)

**MOST Promotes POS With Money Coupons**

Bank Network News, pN/A

Oct 27, 1993

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 118

**MOST Promotes POS With Money Coupons**

**21/3,K/24 (Item 2 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

01084298 Supplier Number: 40708292 (USE FORMAT 7 FOR FULLTEXT)

**TV ADVERTISING IS INEFFECTIVE, P. O. P. AND COUPONS PREVAIL, STUDY FINDS**

Video Marketing News, v10, n5, pN/A

March 6, 1989

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 424

**TV ADVERTISING IS INEFFECTIVE, P. O. P. AND COUPONS PREVAIL, STUDY FINDS**

... in Eau Claire, WI, and concluded that "TV exposure has a very minimal effect, which is difficult to find at all" according to the Journal. P.O.P. displays and coupons had the most influence on customer purchases, Tellis found.

While ad agencies question Tellis' conclusions, some are already working with him on their own single...

**21/3,K/25 (Item 1 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01599820 Supplier Number: 47085109

**ECR as efficient coupon redemption.**

Fensholt, Carol

Supermarket Business, v52, n2, p50

Feb, 1997

ISSN: 0196-5700

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ECR as efficient coupon redemption.

21/3,K/26 (Item 2 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01574577 Supplier Number: 46755854  
P. O. P. 'N Save offers in-store coupon dispenser.  
Creative, v28, n4, p104  
Oct, 1996  
ISSN: 0737-5883  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

P. O. P. 'N Save offers in-store coupon dispenser.

ABSTRACT:

P.O.P. 'N Save is offering its first in-store coupon dispenser. The dispenser, which can be designed to appear like a product, can be put on wire racks, kiosks end caps, at the checkout counter...

21/3,K/27 (Item 3 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01347219 Supplier Number: 43655934  
IDG Makes Distribution Deal: Point-of- purchase sales for Multimedia  
World and coupons for Compton's  
Inside Media, v5, n4, p22  
Feb 17, 1993  
ISSN: 1046-5316  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

IDG Makes Distribution Deal: Point-of- purchase sales for Multimedia  
World and coupons for Compton's

21/3,K/28 (Item 1 from file: 633)  
DIALOG(R)File 633:Phil.Inquirer  
(c) 2000 Philadelphia Newspapers Inc. All rts. reserv.

06596248  
IOWA TOWN POOLED COUPONS, BUT THEN CAME PROBLEMS SAVING CASH- REGISTER  
RECEIPTS AND THE LIKE PROVED PROFITABLE FOR ROCK VALLEY. TROUBLE WAS, IT  
WAS ILLEGAL.  
Philadelphia Inquirer (PI) - SUNDAY April 5, 1992  
By: Steven P. Rosenfeld, ASSOCIATED PRESS  
Edition: FIRST Section: NATIONAL Page: B07  
Word Count: 1,076

IOWA TOWN POOLED COUPONS, BUT THEN CAME PROBLEMS SAVING CASH- REGISTER  
RECEIPTS AND THE LIKE PROVED PROFITABLE FOR ROCK VALLEY. TROUBLE WAS, IT  
WAS ILLEGAL.

...before he was admonished by a fellow worker to "keep your mouth shut."



What his neighbors did was simple. For years, they pooled their rebate **coupons**, proofs-of-purchase and **cash -register** receipts, sorted them out and then submitted them for cash to benefit the Rock Valley Christian School and the Netherlands Reformed Christian School, among others...  
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t /3,k/1-3

**22/3,K/1 (Item 1 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01670921 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**A High-Achieving Stepchild**

**(On-line debit transaction volume is booming, with the boom expected to continue in the future)**

Credit Card Management, v 9, n 8, p 14+  
November 1996

DOCUMENT TYPE: Journal ISSN: 0896-9329 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1444

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...of 5.1 million, a 58% increase from a year earlier. "We still have an enormous way to go in terms of consumer awareness of **POS**, increasing the number of merchant locations and the **rate of activity** among users," Lynch says.

**What's Propelling POS Activity**

**POS** activity is being propelled by increased efforts by banks, independent sales organizations, and processors to sign retailers to accept automated teller machine cards, and strong...

**22/3,K/2 (Item 2 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01595128 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Explore Network Leads The Fast-Paced POS Race**

**(The on-line point-of-sale growth rate is increasing significantly, with shared regional electronic funds transfer networks giving increased marketing emphasis to it)**

Debit Card News, v 2, n 5, p 1+  
August 30, 1996

DOCUMENT TYPE: Newsletter; Survey (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1081

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...of 5.18 million, a 58% increase from a year earlier. "We still have an enormous way to go in terms of consumer awareness of **POS**, the number of merchant locations and the **rate of activity** among users."

Indeed, even though tens of thousands of additional retail locations began accepting on-line cards for payment in the last year, hundreds of...

**22/3,K/3 (Item 3 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

01345713 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Debit Point Of Sale Finally Expands Its Demographic Cardholder Reach**  
**(Debit cards becoming more popular across broader demographic range of**  
**consumers; issuers plan to tailor marketing efforts)**

Debit Card News, v 1, n 11, p 1+

November 30, 1995

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1036

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...43 years old, up from 41 in 1991, with an average household income of \$56,000.

While more persons of all ages are becoming debit **point -of-sale** users, cardholder **activity rate** also is on the increase. PSI found that 45% of **POS** debit users are initiating five or more transactions a month, compared to 29% in 1991. In addition, 36% of users are initiating two to four...

24/3,K/1 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2000 Resp. DB Svcs. All rts. reserv.

02096869 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Bergdorf's new in-house system adds flexibility**

(Bergdorf Goodman, retailer, took 2-mil-name database marketing operations in-house to speed up response times and add flexibility)

Direct, v 10, n 4, p 51

March 15, 1998

DOCUMENT TYPE: Journal ISSN: 1046-4174 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 467

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...its 2-million-name database in the hands of Bergdorf's marketing department.

But the principal reason behind the move was timing. Previously Bergdorffs sent **point -of-sale** transactional data to its service bureau every month. Turnaround **time , depending** on the bureau's work load, ranged from one to three weeks. Under this system, the earliest Bergdorf could act on information was five weeks...

24/3,K/2 (Item 1 from file: 20)

DIALOG(R)File 20:World Reporter

(c) 2000 The Dialog Corporation plc. All rts. reserv.

04463242 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Small Businesses Find Practical Y2K Solution: Replace Outdated Equipment**

Don Sheron

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (SAN ANTONIO EXPRESS-NEWS)

February 25, 1999

JOURNAL CODE: KSAE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1148

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... operates 21 stores throughout the state.

The company opted to replace about five computers that were bought 10-15 years ago, as well as 25 **time dependent cash registers** .

Old computers and other **time - dependent** devices that recognize years by the last two digits could roll back from 1999 to 1900 instead of forward to 2000.

Won and Sherman said...

24/3,K/3 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

02432951 Supplier Number: 44844723 (USE FORMAT 7 FOR FULLTEXT)

**Multicenter Trial. The Prognostic Value of Flow Cytometry (FCM) in Node-Positive Breast Cancer Patients**

Cancer Researcher Weekly, pN/A

July 18, 1994

Language: English Record Type: Fulltext

Document Type: Newsletter; Academic Professional  
Word Count: 331

... 03). Similar results were obtained with relapse free survival as endpoint: ER less than 10 ( $P=0.002$ ) and an/multi ( $P=0.006$ ) were **time dependent** prognostic factors whereas the number of **pos** nodes was an independent not time related prognosticator ( $P=0.0001$ ). "...  
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